

## ABSTRACT OF THE DISCLOSURE

A method and apparatus for displaying banners on a TV screen is disclosed, which is used in a set-top box connected to a TV set, and the set-top box connects to the network to receive banner information to allow a TV screen to display images carrying the banner information. Therefore, information appliances (IA), such as the set-top box, can profit by displaying banner information on a TV screen bringing set-top box costs down.